

NASA SEWP – A Culture for Program Success



Agenda

- **≻**Program Overview
- **≻**Program Structure
- **≻**Program Success
 - Customer Service
 - Work Environment
 - Diversity
 - Management





SEWP Program Overview

- >SEWP: Solutions for Enterprise-Wide Procurement
 - •NASA-Wide IDIQ Contract Vehicle for purchase of IT Product solutions
 - Authorized by OMB as a Government-Wide Acquisition Contract
- Program is 15 years old
 - Version IV started in May 2007
 - •FY07 Government-Wide: 23,000 Delivery Orders worth over \$1 Billion
 - •FY07: NASA-wide: 2,000 Delivery Order totaling over \$76 Million
 - Over 13,000 customers





SEWP By The Numbers

>38 Competed Prime Contractors

 Dell, HP, IBM, SGI, MPC, Force 3, James River Tech, PCMall, Unisys, Alvarez Associates, FedStore, Microtech, i3, Knight Point, Three Wire, Blue Tech CounterTrade, FCN, GC Micro, ID, iGov, Immix, Merlin, Red River, Sword & Shield, Technica, TKC, Apptis, Best Buy, CDW-G, DataLine, GovConnection, GTSI, Ricoh, Presidio, SoftChoice, Emtec, WWT

≥ 1600+ Manufacturers

Including Cisco, Sun, NetApp, EMC, APC, Microsoft, Oracle, etc.

>800,000+ Products

- Hardware, Software, Network Communications, Audio-Visual, Supporting Technology
- Maintenance / Warranty / Product Training
- Firm Fixed Price Product Based Services; e.g. Installation





SEWP Program Services

➤ Help Desk

- Pre-order support
- Order processing and support
- Post-order support
- ➤ On-Line Information / Tools
 - RFQ, Search, FAQs, etc
- **≻**Training
 - Free on-site and web-based training on proper use of Contracts
- ➤ Outreach
 - Meetings / retreats / conferences
- Reports / Tracking
- ➤ Quality Assurance / Surveys





Program Structure - Staffing

- **>**2 Full-time Civil Servants
 - Program Manager and Deputy Program Manager
- > 2 Prime Contracts with 25 Contract staff
 - Customer Support / Order Processing
 - Application Development
 - System and Database Administration
 - Business Development
 - Financial and Office Administration





Program Structure - Oversight

>NASA

- Direct oversight: Part of the GSFC CIO Directorate
- •HQ oversight:
 - CIO
 - Financial Office
- ➤ Other Government entities
 - Office of Management and Budget (OMB)
 - Congress / General Accounting Office (GAO)
 - Inspector Generals Everywhere
- **≻**Others
 - Press / Public
 - Industry





Program Structure - Financial

- Program budget is self contained
 - NASA provides no direct SEWP funding
 - No SEWP funding is provided to NASA except overhead
- Working Capital Fund
 - Not tied to Fiscal Year
 - Budget closely monitored to ensure "non-profit" status
- ➤ Program staffing and existence directly tied to usage and customer satisfaction
 - Operates essentially as a small business





SEWP Success

- ➤ Largest non-GSA Government-Wide Contract Vehicle
 - Utilized by every Cabinet level Federal Agency
- ➤ Clean "Bill of Health" from DoD IG
- ➤ Obtained 5 year authorization from OMB
 - Previous authorizations were annual
- ➤ Lowest Service fee in Government
 - •0.6% of order total (Typical fee is 0.75 to 1%)
- ➤ Customer Service Survey by Outside Consultant
 - •97% satisfaction rating for customer service





Basis For Success

- **≻**Customer Service
- **≻**Work Environment
- **➤** Diversity
- **≻**Management





Customer Service

- ➤ Entire staff is part of Customer Service
 - Involve non-Help desk staff in Program-wide activities
 - Form cross-functional teams
 - Share Program Vision
 - Support training and meeting activities
- **≻**Customer Outreach
 - Reach out to the Customer
 - Provide easy access to training
 - Ensure Website and other materials are for the Customer and not the Program





Dealing With Customers

- **≻**Always Smile
 - Keep a positive attitude
 - Let off steam at the right time
- ➤ Customer is not always Right ...

 But the Customer is never Wrong
 - The Customer may
 - Be misinformed
 - Lack information
 - Lack understanding, etc.
 - Program must monitor Customer issues and increase information, outreach, etc.





Work environment

- ➤ Door almost always open
 - Encourage staff to ask questions
- >Know the Staff
 - Strengths and weaknesses
- ➤ Work Hard / Play Hard
 - Encourage appropriate "free time"
 - Staff-wide activities / celebrations
- ➤ Foster team building





Staff Diversity

- > Every staff has diversity
- ➤ Not just the obvious (race / Gender)
- ➤ Many forms
 - •Family status
 - Upbringing / background
 - Age
 - Education
 - Personality
 - Personal Goals

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Effects of Staff Diversity

- ➤ Diversity can cause issues with
 - Communications
 - Expectations
 - Motivations
- ➤ Diversity can (should) be leveraged for positive results
 - Diverse program requirements
 - Growth for staff and program
 - Understanding Customer Base also diverse





Handling Staff Diversity

- ➤ Treat Program and staff as a "Whole"
 - While recognizing individual differences and contributions
- ➤ Separate management expectation from management characterization
 - Recognize own position in diversity schema
 - Management must go beyond its own comfort zone
- ➤ Avoid favoritism real or perceived
- ➤ Utilize teams carefully





Management Expectations - OHNS

The OHNS Management Philosophy

"Often Happy ...
Never Satisfied"





Often Happy

- ➤ Congratulate good work
 - Both directly to staff and to their management
- ➤ Emphasize to outside world Program's positive aspects
- ➤ Show pride in staff accomplishments





Never Satisfied

- > Program should not be seen as a finished product
 - Avoid stagnancy and self-satisfaction
- ➤ Technology, customer expectations, internal requirements always changing
- Continuous improvement
 - Short term tweaking
 - Long term Vision

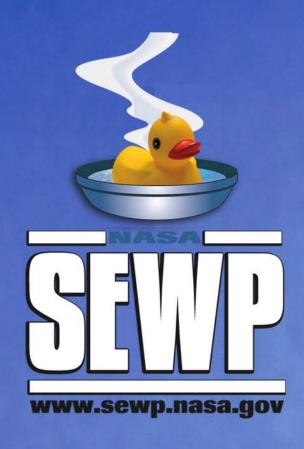




The SEWP Management Team

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Thank You!